

IN THE CLAIMS:

1 1. (Amended) In a distributed computer system, a method of automatically generating an
2 intender lead, said method comprising the steps of:
3 determining at least one source available to be accessed and searched in said distributed
4 computer system;
5 searching and accessing said source to identify purchase indicators representing
6 potential future purchases by prospects, said purchase indicators being
7 contained within files in said source; and
8 extracting prospect identifiers from said purchase indicators, wherein said prospect
9 identifiers identify said prospects; and
10 generating said intender lead from said prospects without human intervention.

1 33. (Amended) A program storage device accessible by a server machine in a distributed
2 computer system, tangibly embodying a program of instructions executable by said
3 server machine to perform method steps for automatically generating an intender lead,
4 said program of instructions comprising:
5 program code means for searching and accessing at least one source in said distributed
6 computer system;
7 program code means for identifying purchase indicators representing potential future
8 purchases by prospects, said purchase indicators being contained within files
9 in said source; and
10 program code means for extracting prospect identifiers from said purchase indicators,
11 wherein said prospect identifiers identify said prospects; and
12 program code means for generating said intender lead from said prospects.

1 34. (Amended) The program storage device of claim 33, further comprising:
2 program code means for applying a predictive model to said prospects to select
3 said intender lead.

1 35. (Amended) The program storage device of claim 33, further comprising:
2 program code means for transferring said intender lead to an interested party.

1 36. (Amended) The program storage device of claim 35 wherein said transferring
2 occurs before said potential future purchases.

1 37. (Amended) The program storage device of claim 33, further comprising:
2 a2 program code means for initiating a direct marketing contact with an
3 intender represented by said intender lead.

1 39. (Amended) The program storage device of claim 33, further comprising:
2 program code means for obtaining additional information associated
3 G3 with said prospects from a profile database, wherein said additional
4 information is associated with said prospect identifiers in said profile database.

1 42. (Amended) The program storage device of claim 33, further comprising:
2 a4 program code means for extracting auxiliary data from said purchase
3 indicators, wherein said auxiliary data is independent of said prospects.
